

WBQH 1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT

3RD QUARTER 2012

JULY 1ST • SEPTEMBER 29TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

TABLE OF CONTENTS

Section I Public Affairs and Sports Programming

Section II PARENTS PERSPECTIVE

Section III Music and The Spoken Word

Section IV OF CONSUMING INTERESTS

Section V ASCERTAINMENT

Section VI PUBLIC SERVICE ANNOUNCEMENTS

WBQH • CCR 3rd QUARTER 2012 • JULY 1st - SEPTEMBER 29th

PUBLIC AFFAIRS PROGRAMS

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and though-provoking hosts. All programs air every Sunday.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, Parents' Perspective, interviewing guest experts on a different child rearing issue each week.

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

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- Sept. 16th 4:00am 28:00 min
- Sept. 2nd 4:00am 28:00 min
- ⊕ Aug. 19th 4:00am 28:00 min
- Aug. 12th 4:00am 28:00 min
- ⊕ Aug. 5th 4:00am 28:00 min
- Jul. 15th 4:00am 28:00 min
- Jul. 8th 4:00am 28:00 min

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

- Sept. 16th PP #1 • 4:30am • 28 min • Cooking For Live PP #2 • 5:00am • 28 min • Down Time
- Sept. 2nd
 PP #1 4:30am 28 min Intergenerational Relationships
 PP #2 5:00am 28 min Our Legacy To Our Children
- Aug. 19th
 PP #1 4:30am 28 min Down Time
 PP #2 5:00am 28 min Kids Making Mistakes
- Aug. 12th
 PP #1 4:30am 28 min Hearing
 PP #2 5:00am 28 min Cooking
- Aug. 5th
 PP #1 4:30am 28 min Dr. Riley's Box
 PP #2 5:00am 28 min Plugged In
- Jul. 29th
 PP #1 4:30am 28 min Down Time
 PP #2 5:00am 28 min Bullying
- Jul. 15th
 PP #1 4:30am 28 min Hearing
 PP #2 5:00am 28 min Cooking
- Jul. 8th
 PP #1 4:30am 28 min Children & Stuttering
 PP #2 5:00am 28 min Parents as Advocates

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- Jul. 16th
 OCI #1 5:30am 25:00 min High School Dropouts
 OCI #2 6:00am 25:00 min Skin Care
- Jul. 2nd
 OCI #1 5:30am 25:00 min Finances with Janet Bodner
 OCI #2 6:00am 25:00 min Mental Illness with Katie Slye
- Aug. 19th
 OCI #1 5:30am 25:00 min Tom Marr
 OCI #2 6:00am 25:00 min Marc Parsont
- Aug. 12th
 OCI #1 5:30am 25:00 min Consumer Checkbook
 OCI #2 6:00am 25:00 min Heart Health
- Aug. 5th
 OCI #1 5:30am 25:00 min Insurance Show
 OCI #2 6:00am 25:00 min Joan Goldwasser
- Jul. 29th
 OCI #1 5:30am 25:00 min Hearing Loss
 OCI #2 6:00am 25:00 min White Collar Crime
- Jul. 15th
 OCI #1 5:30am 25:00 min White Collar Crime
 OCI #2 6:00am 25:00 min ICBA Chris Cole
- Jul. 8th
 OCI #1 5:30am 25:00 min Add On Insurance
 OCI #2 6:00am 25:00 min Heart Health

ASCERTAINMENT

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: The Economy, Transportation, and Energy Policy. For the sixth straight quarter, The Economy leads all categories.

The Top Issues were:

- 1. The Economy
- 2. Transportation
- 3. Energy Policy
- 4. Health Care
- 5. Transportation
- 6. Immigration Reform
- 7. Education
- 8. Crime and Public Safety
- 9. Government Accountability

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PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- Childhood Asthma
- Childhood Obesity Prevention
- Community Engagement
- Drunk Driving Prevention
- Emergency Preparedness
- Employment Opportunities
- Financial Literacy
- Foreclosure Prevention Assistance
- Foreclosure Rescue Scam Prevention
- Health and Wellness
- High School Dropout Prevention
- Hispanic College Preparation
- Immigration Reform
- Internship Opportunities
- March of Dimes
- Nutrition Education
- Underage Drinking Prevention